

MILITARY TENT MANUFACTURER GAINS LONG-TERM
SUSTAINABILITY

ABOUT OUTDOOR VENTURE CORPORATION. Based in Stearns, Kentucky, with 250 employees, Outdoor Venture Corporation (OVC) develops, designs, and manufactures commercial tent systems, military tent systems, sleeping bags, and hunting products. In business since 1972, OVC was one of the first suppliers of automotive air bags in the United States.

THE CHALLENGE. Outdoor Venture Corporation was looking for ways to diversify, improve manufacturing processes, develop new products, reduce costs, increase efficiency, and reduce time constraints on delivering product to customers. The company needed a tool or process to ensure that they were always focusing on improvements, and reached out to the Advantage Kentucky Alliance (AKA), part of the MEP National Network™, for assistance.

MEP CENTER'S ROLE. Advantage Kentucky Alliance's Scott Broughton engaged OVC on a Lean journey, sharing ways to stimulate innovation and improve the manufacturing process. This process helped OVC to develop and market new products with ideas that might not have been captured or pursued by the company otherwise. Using growth management tools and the "growth portal," OVC received one patent and has three patents pending. The company generated more than \$4.5MM in impacts in just 12 months. AKA is also helping OVC to upgrade to the ISO 9001-2015 standard. The company has certified one Black Belt and trained over 12 Green belts to implement and guide the OVC Innovation system.

"Our thanks to the MEP program and the assistance given to small businesses in Kentucky; without AKA's help, we could not have participated."

-Joe Fields, VP Business Development

RESULTS



Increased sales by **\$500,000**



Cost savings of **\$1,000,000**



Investment in new products of **\$1,000,000**



Trained and certified **12** Green Belts and 1 Black Belt

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